

REMARKS

This amendment is responsive to the Final Office Action dated March 21, 2007 and the Advisory Action dated June 19, 2007. Claims 1 - 5 and 13 - 20 are pending in this application and have been rejected. The undersigned appreciates the examiner's discussion at the top the continuation of 11 at page 2 of the Advisory Action. In response, applicant has amended each claim to positively recite a semi-conductor memory. This clearly distinguishes between the memory, which is used for writing changed character data in the card from the printing device, which prints detail onto the printing surface of the trading card (see claim 1).

It is respectfully submitted that the claims as now presented are clearly not anticipated by Nakamura '162, which only has a separate printed character and separate memory cards and not printed character data installed on a semi-conductor memory of the same card.

The support for the amendments relating to semi-conductor and flash memory are found in applicant's originally filed specification at paragraph [0086]].

In view of the foregoing, it is respectfully submitted that the application is now in condition for allowance, and early


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action in accordance thereof is requested. In the event there is any reason why the application cannot be allowed in this current condition, it is respectfully requested that the Examiner contact the undersigned at the number listed below to resolve any problems by Interview or Examiner's Amendment.

Respectfully submitted,



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